

**WIFR**  
**EEO PUBLIC FILE REPORT**  
08/01/06 – 7/31/07

**I. VACANCY LIST**

See Master Recruitment Source List (MRSL) for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Master Control Operator	1-53,58,61,66	61
Master Control Operator	1-53,58,61,66	61
Weekend Anchor/Reporter/Producer	1-53,58,65,66	38
Accounting Assistant	1-53,58,61,66	61
Producer	1-53,58,59,65,66	59
Reporter Photographer	1-53,58,65,66	38
Producer	1-53,58,65,66	38
Newscast Director	1-53,58,61,65,66	61
Director Creative Services	1-53,58,65,66	58
Main Anchor	1-53,58,60,65-68	60
Producer	1-53,58,65-68	38
Producer/Reporter	1-53,58,61,65-68	61
Photographer/Reporter	1-53,58,65-68	58
Sports Director	1-53,5860,,65-68	60
Reporter	1-53,58,65-68	38
Weekend Sports Anchor/Reporter	1-53,58,61,65-68	61
Internet/Promotions Producer	1-53,58,65-68	26
Reporter/Producer	1-53,58,59,65-68	59
Chief Photographer	1-53,58,60,65-68	60
Photographer	1-53,58,65-68	4
Creative Services Producer	1-53,58,65-68	58
Master Control Operator	1-53,58,65-68	58
Account Executive/Sales	1-53,58,64-68	64
Weekend Sports Anchor/Reporter	1-53,58,61,65-68	61

**WIFR EEO PUBLIC FILE REPORT****08/06 – 07/07****II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No of Interviewees Referred by RS Over 12-Month Period
1	Eastern Illinois University Career Services 600 Lincoln Ave Charleston, IL 61920 Debbie Endsley 217-581-2412	Y	
2	Southern Illinois University Career Services Mail Code: 4703 Carbondale, IL 62901 Sandy Foster 618-453-2391	Y	
3	IN State University Career Services 567 N 5 <sup>th</sup> Street Terre Haute, IN 47809 Mary Kelly 812-237-2582	Y	
4	IL State University Career Center Campus Box 2520 Normal, IL 61790-2520 Toni Krippel 309-438-2200	Y	1
5	Department. of Rehab Services 615 N. Longwood Rockford, IL 61107 Mary Beth Scholten 815-964-0333	Y	
6	Wheaton College Career Services 418 Chase Street R 209 Wheaton, IL 60187 Katrina Foster 630-752-5048	Y	
7	Highland College Career Services Pearl City Rd Freeport, IL 61032 Dana Zimmerman 815-235-6121 x3536	Y	
8	Loyola Career Placement 6525 No. Sheridan Road Chicago, IL 60626 Darby Scism 312-915-7300	Y	
9	University Of Wisconsin Career Planning 5115 Vilas Hall 821 University Avenue Madison, WI 53706 Erica Salkin 608-263-4858	Y	
10	Specs Howard School 19900 W Nine Mile Rd Southfield, MI 48075 Nicole Ladouceur 248-358-9000	Y	
11	Beloit College Field and Career Services 700 College Street Beloit, WI 53511 Luke Janiak-Fenton 608-363-2673	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No of Interviewees Referred by RS Over 12-Month Period
12	Ball State U Career Planning 2000 W. University Lucina Hall 220 Muncie, IN 47306 Cindy Hershman or Heather Sullivan-Fidler 765-285-1522	Y	
13	Rockford Business College 730 N Church St Rockford, IL 61103 Cheryl Beese 815-965-8616	Y	
14	Western IL Career Services 116 Sherman Macomb, IL 61455 Cathy McCourt 309-298-1838	Y	2
15	Rockford College Career Services 5050 East State Street Rockford, IL 61108 Lorri Hoover 815-226-4195	Y	
16	Ill. Department of Employment Security 3134 11 <sup>th</sup> St. Rockford, IL 61109 Gale Meredith 815-395-6648	Y	
17	Brown Institute Television Placement 1440 Northland Dr. Mendota Heights, MN 55120 Amber Luckie 651-905-3465	Y	
18	NIU Department of Communications Watson 306 DeKalb, IL 60115 Jessica Baldwin 815-753-7104	Y	
19	NIU Career Services Campus Life Building 220 DeKalb, IL 60115 Kathy Zuidema 815/753-1642	Y	
20	Booker Washington Center 524 Kent Street Rockford, IL 61102 Calvin Squire 815-968-8861	Y	
21	Devry Career Services 3300 N Campbell Chicago, IL 60618 Carol Garcia 773-929-8500 x 2073	Y	
22	U.I.U.C. Journalism Placement Office 119 Gregory Hall Urbana, IL 61801 Lynn Holley 217-333-1508	Y	
23	U of IL 1 University Plaza Springfield, IL 62703 Rosa Bryan 217-206-6508	Y	

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24	U of WI-Platteville Placement Services 1 University Plaza-Karrmann Library 1 <sup>st</sup> Floor Platteville, WI 53818 Diana Trendt 608-342-1183	Y	
25	I.D.E.S. 2323 E Lincolnway Sterling, IL 61081 Lynda Warren 815-625-2313	Y	
26	Rock Valley College Career Services. & Placement 3301 N Mulford Rd Rockford, IL 61114 Art Delgado 815-921-4091	Y	5
27	Chicago South Side NAACP 800 E. 78 <sup>th</sup> Street Chicago, IL 60619 Kay Bowman 773-487-9600	Y	
28	Hispanic Alliance 25 E Washington Ste 820 Chicago, IL 60602 Janet Benítez 312-435-0498	Y	
29	The Rainbow Push Coalition Placement Office 930 E 50 <sup>th</sup> Street Chicago, IL 60615 Felicia McQuitter 773-373-3366	Y	
30	Northeastern Illinois University 5500 N St. Louis Chicago, IL 60625 Lorn Coleman 773-442-4680	Y	
31	Spanish Coalition for Jobs 2011 W Pershing Rd Chicago, IL 60609 Frank Sanchez 773-247-0707	Y	
32	IL Center for Broadcasting 55 W 22 <sup>nd</sup> St. Ste 240 Lombard, IL 60148 John Wassel 630-916-1700	Y	
33	Goodwill Abilities Center 1907 Kishwaukee Rockford, IL 61104 Karen Smith 815-965-3795	Y	
34	Production HUB.Com 801 W Fairbanks Ave Winter Park, FL 32789 Dan Smith 407-629-4122	Y	1

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No of Interviewees Referred by RS Over 12-Month Period
35	IL Broadcasting Association 300 N Pershing, Ste B Energy, IL 62933 Debbie David 618-942-2139	N	3
36	Ohio/Illinois Center for Broadcasting 9000 Sweet Valley Drive Valley View, Ohio 44125 Gary James 216-447-9117	Y	
37	South Asian Journalists Assoc. C/O Columbia Graduate School 2950 Broadway New York, NY 10027 Julie Hartenstein 1-212-854-9198	Y	
38	TV jobs.com Broadcast Employment Services PO Box 4116 Oceanside, CA 92052 Mark Holloway 800-374-0119	Y	24
39	Columbia College Advising Center 600 S Michigan Ave Chicago, IL 60605 Advising Center Staff 312-344-6860	Y	
40	Job Corps Admission and Placement 1505 S Main Street Rockford, IL 61102 Tyrie Baltimore 815-967-6889	Y	
41	La Voz Latina 412 Market street Rockford, IL 61107 Patricia Gomez 815-965-5784	Y	
42	Madison Media Institute 2702 Agriculture Dr Madison, WI 53718 Bill Mallinson 608-663-2000	Y	
43	Milwaukee Area Tech College Student Employment Services 700 W State St Milwaukee, WI 53233 Pat Bland 414-297-6244	Y	
44	Mississippi State University Career Center 300 Montgomery Hall P.O. Box P Mississippi State, MS 39762 Luther Epting 662-325-3344	Y	
45	National Assoc of Hispanic Journalist National Press Bldg 529 14 <sup>th</sup> Street NW Ste 1000 Washington, DC 20045 Virginia Galindo 202-662-7145	Y	

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No of Interviewees Referred by RS Over 12-Month Period
46	National Coalition of Black Mtg Planners 8630 Fenton Ste 126 Silver Springs, MD 20910 Ozzie Jenkins 1-301-587-9100	Y	
47	RAMM P.O. Box 6703 Rockford, IL 61125 Carl Towns 815-399-8743	Y	
48	Medialine PO Box 51909 Pacific Grove, CA 93950 Mark Shilstone 1-800-237-8073	Y	2
49	All other Gray Stations Jane Ploeger jane.ploeger@wsaw.com	Y	
50	Notre Dame Career Center 248 Flanner Hall Notre Dame, Indiana 46556 Lee Svete 1-574-631-5200	Y	
51	National Assoc. of Black College Broadcasters PO Box 3191 Atlanta, GA 30302-3191 Lo Jelks 404-523-6136	Y	
52	National Association of Black Journalists 8701A Adelphi Rd Adelphi, MD 20783-1716 Marie Wharton 301-445-7100	Y	
53	Medill School of Journalism Northwestern University 1845 Sheridan Road Evanston, IL 60208-2101 Loraine Hasebe 1-847-467-1882	N	1
54	Broadcasting & Cable Magazine Ad 360 Park Ave S., 14 <sup>th</sup> Fl New York, NY 10010 Krista Parker 617-558-4481	N	
55	Television WK Ad 6500 Wilshire Blvd, Suite 2300 Los Angeles, CA 90048 Marc Abrams 323-370-2415	N	
56	Rockford Register Star-Employment Ad 99 East State Street Rockford Illinois 61104 Classified Operator 1-815-962-2400	N	
57	CBS News Path Chicago Office 630 No. McClurg Ct. Chicago, IL 60611 Dan Noel 1-312-750-7700	N	
58	WIFR-Web Site www.wifr.com	N	26
59	Walk In	N	3
60	Internal Posting/Candidate	N	6

RS Number	RS Information	Source Entitled to Vacancy Notification (Yes/No)	No of Interviewees Referred by RS Over 12-Month Period
61	Employee Referral	N	21
62	WIFR Commercial	N	
63	WIFR Intern	N	
64	Non-employee referral	N	10
65	Indiana University 625 No. Jordan Avenue Bloomington, IN 47403 Elizabeth Bolyard 1-812-855-1556	Y	
66	Chicago Headline Club Chicago Chapter of Society of Professional Journalists 333 North Michigan Ave. Suite 2032 Chicago, IL 60601-4024 Bob Roberts 1-312-409-7997	N	
67	Knox College Career Center 2 East South Street Box K 232 Galesburg, IL 61401 Terrie Saline 1-309-341-7436	Y	
68	North Central College 30 North Brainard St. Naperville, IL 60540 Jeff Denard 1-630-637-5142 or 1-800-411-1861	Y	
69	Broadcast Engineering Primedia Business Magazines & Media 9800 Metcalf Ave. Overland Park, KS 66212 Susan Schaefer 414-478-0154	N	
<b>TOTAL INTERVIEWEES OVER 12 MONTH PERIOD</b>			105

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**III. RECRUITMENT INITIATIVES**

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Internship Programs	<p>During the reporting period the station had interns</p> <p>8/18/06 – 11/11/06 – A student from Northern Illinois University interned in the Sports Department.</p> <p>12/20/06 – 1/12/06 – A student from Western Illinois University interned in the News Department.</p> <p>01/17/07 – 05/04/07 – A student graduated from Illinois State University interned in the News Department.</p> <p>01/20/07 – 05/05/07 – A student from Northern Illinois University interned in the News Department.</p> <p>05/16/07 – 08/10/07 – A student from Northern Illinois University interned in the News Department.</p> <p>05/19/07 – 08/10/07 – A student from Northern Illinois University interned in the News/Sports Department.</p> <p>06/05/07 – 08/09/07 – A student from Northern Illinois University interned in the Creative Services Department.</p> <p>06/13/07 – 08/10/07 – A student from Columbia College interned in the News Department</p> <p>News Department interns learn, observe and participate in the station's news gathering and news producing processes and activities.</p> <p>In Creative Services intern assists in shooting, writing and some editing of commercials, promotions and PSA's.</p>
2	Participate in Job/Career Fair	<p>September 13, 2006: News Director represented station at the Illinois Center for Broadcasting Job Fair. In addition to the job fair, he participated in a panel discussion on how to get jobs in television. Approximately 40 current students and Illinois Center for Broadcasting graduates attended.</p> <p>February 28, 2007: News Director and General</p>



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		<p>Sales Manager represented our station at the Illinois Broadcasters Association/ Illinois State University Career Fair held on the ISU campus in Bloomington/Normal Illinois.</p> <p>March 7, 2007 – Director of Broadcast Operations and Creative Services Director represented our station at the University of Wisconsin at Whitewater Multicultural Career Fair. This job fair was open to a variety of businesses and was sponsored by the Minority Business &amp; Teacher Preparation Programs.</p> <p>March 7 – April 20, 2007 Station participated in a Virtual Career Fair through Western Illinois University. This VCF was to be used by "students and alumni of nine (9) western Illinois colleges and universities . . ." It provided opportunities for college seniors, graduates and the general public. WIFR posted several job openings with Director of Broadcast Operations and News Director as primary contacts. The final fair numbers listed: Over 68,000 jobs viewed and over 9,800 individuals used the VCF.</p> <p>April 26, 2007 News Director represented our station at the Medill/Northwestern University Job Fair. Approximately 60 media companies participated and WIFR was one of just four local stations taking part. News Director spoke to more than 50 journalism graduates and students. In conjunction with this fair, WIFR also participated in the Medill virtual career fair during April 2007.</p>
3	Event(s) or program(s) sponsored by educational institution(s) relating to broadcasting careers	<p>On 11/17/06, a group of students from Northern Illinois University's Journalism Organization toured the station, watched a newscast and participated in a Q &amp; A with various station personnel. Station participants included: News Director, Chief Meteorologist and News Anchors.</p> <p>On February 15, 2007 approximately 20 home schooled students plus chaperones and one etiquette/speech teacher toured the station and spoke to AM News anchors about careers in television.</p> <p>On March 27 and 28, 2007 a student from Stillman Valley High school toured the station and job shadowed in the weather department with AM Anchor/weathercaster. The student returned the</p>

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		<p>next day to observe the workings of the News Department – news preparation, news production and newscast direction.</p> <p>On July 9, 2007 two students (1) from Beloit Memorial High School and (1) from South Beloit High School observed news production and news editorial meetings and talked with News Director and news personnel.</p>
4	Management EEO Training	<p>On June 14, 2007 the station's News Director attended a session at the Illinois Broadcasters Association conference addressing workplace human resource hiring practices. He also independently addressed specific EEO questions with the speaker.</p>
5	<p>Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.</p>	<p>News Director Dave Smith is on the Illinois Center for Broadcasting Advisory Committee that discusses ways to educate young people to be better broadcast professionals.</p> <p>On June 25, 2007, WIFR placed a listing of "Examples of Television Broadcast Job Possibilities" on our station website.</p>